

ABSTRACT OF THE DISCLOSURE

A method of operating an electronic device (100) without the intervention of a user comprising setting a first persona for the electronic device, the first persona defining the parameter values for one or more persona parameters; determining a current environment of the electronic device; and switching to a second persona for the electronic device based upon the current environment of the electronic device, the second persona defining different parameter values for the one or more persona parameters. A software program stored on a computer readable medium comprising a persona manager module (500) for entering persona parameter values associated with a plurality of personas stored on the computer readable medium; and a persona activator module (502) for determining a current environment and activating one of the plurality of personas based the current environment.